

DIGITAL CONTENT MARKETING STRATEGY ON THE MILENIALIS.ID INSTAGRAM SOCIAL MEDIA ACCOUNT (@MILENIALIS.ID) FOR THE PERIOD JANUARY - FEBRUARY 2023 TO INCREASE BRAND ENGAGEMENT

Mohammad Febry Tabraniⁱ, Erwan Sudiwijayaⁱⁱ

ⁱDepartment of Communication Studies, University Muhammadiyah of Yogyakarta.
m.febry.isip20@mail.umy.ac.id

ⁱⁱDepartment of Communication Studies, University Muhammadiyah of Yogyakarta.
erwansudiwijaya@umy.ac.id

Abstract: The study explores the role of social media in managing marketing content in the digital era. It focuses on the effectiveness of Milenialis.id Instagram's digital content marketing strategy in increasing brand engagement, highlighting the importance of relevant, informative, and entertaining content. The qualitative descriptive data analysis involves three stages: data reduction, presentation, and conclusions. Data collection techniques include interviews with Milenialis.id's CEO, content planner, copywriter, admin, and graphic designer, observations on Instagram from January-August 2023, and data insight documentation from the Instagram account. The study uses Milenialis.id from January-August 2023, utilizing source triangulation techniques for data validity. It covers eight content marketing strategies, including goal setting, target market mapping, content creation, distribution, reinforcement, and evaluation.

Keywords: Content Marketing, Instagram, Milelukiss.id, Brand Engagement.

INTRODUCTION

The internet and social media have revolutionized information access, sharing, and business operations, with mobile devices enhancing the ease of carrying out activities. (Sembiring et al., 2022). In the past two years, smartphone apps have become a major contributor to the growth of digital media engagement, with two-thirds of that growth

coming from social media use (Anderson, 2016). Li et al., 2023 in their research, the use of social media in searching for fast and actual information has a strong influence, also having a positive impact on creativity in general (Zhang & Mao, 2023).

In the digital era, social media has become a crucial platform for managing content marketing and is now the center of company marketing strategies. (Saraswati & Hastasari, 2020). The platforms used such as Facebook, Twitter/X, Instagram, Tiktok, and Whatsapp enable global reach, direct interaction with customers, and sharing of engaging visual content.

From various social media and with their various functions, the author focuses on one of the social media applications, Instagram, which is in great demand. They highlight Instagram as a popular and successful marketing tool, transforming from a photo-sharing app (Salunke & Jain, 2022). Reporting from reportal data (2023), the number of Instagram users at the beginning of 2023 was 89.15 million users, making Instagram social media the second most used social media in Indonesia (Triaputri & Muljono, 2022). Instagram, launched in October 2010, has evolved from a simple photo sharing platform to a multimedia platform supporting various content types, including photos, videos, Stories, IGTV, and Reels, initially serving as a promotional channel and focusing on filtering and comments. (Šikić, 2021). The shift to algorithms allows platforms to serve content

according to user preferences, enhancing user experience.

A brand's engagement can be increased through relevant, informative, and entertaining content, building audience trust and interest. A well-prepared marketing strategy helps reach the target market, ultimately leading to loyal customers and a successful marketing campaign. (Saraswati & Hastasari, 2020). In content marketing, brands design strategies to maintain loyalty and consistent support, focusing on brand engagement as a basis for performance evaluation.



Figure 1.1 Milennialis.id Instagram account
(source: Author, 2023)

Instagram is being used by digital news media to promote and share articles, increasing brand engagement. Milenialis.id, an Indonesian platform for young Indonesian writers, uses infographics and meme elements to build literacy among its followers. The platform's visual content, sourced from various articles, is youthful, showcasing the platform's commitment to promoting literacy among young Indonesians.

METHOD

This research focuses on the digital content marketing strategy on the Milenialis.id Instagram social media account for the period January - August 2023 in increasing brand engagement. Therefore, this research includes a qualitative descriptive research method.

Descriptive research is research that aims to collect information regarding the status of an existing symptom, namely the symptoms that

existed at the time the research was conducted (Zellatifanny & Mudjiyanto, 2018).

According to Krisyantono (in Akhmad, 2015) descriptive qualitative research is a technique that describes and interprets the meaning of data collected by paying attention to and recording as many aspects of the situation being studied at that time as possible to obtain a general and comprehensive picture of the actual situation.

RESULTS AND DISCUSSION

Milenialis.id has content marketing strategy in general, namely by creating content that can provoke engagement and range (reach) as well as considering content that is appropriate to the audience of the Milenialis.id Instagram account. Milenialis.id carries out eight steps and stages in doing so content marketing similar to Kotler et al., 2017, namely:

1. Setting Goals

The initial step in content marketing is setting goals, allowing for a more detailed strategy. Content marketing changes orientation from "selling" to "helping," which requires a different marketing approach (Holliman & Rowley, 2014). In Milenialis.id's Instagram content marketing focuses on awareness, expanding reach, and increasing interaction. Branding is done with various of content to attract audiences, with positive results in increasing page views over time.

2. Audience or Target Market Mapping

Marketers need to identify target audiences, with separation based on traditional criteria such as location, demographic characteristics, psychographics, and consumer behaviour. Milenialis.id, for example, focuses on the 18-24 year age group. By packaging content taken from the web whose audience is the same as Instagram, Milenialis.id raises topics related to the audience to increase engagement. As in the research of

Ciunova-Shuleska et al., 2022, communal incentives and rewards can increase the intention to like commercial content, including personal opinions and lifestyle brands.

3. Content Ideation and Planning

The next stage involves creating content and planning, combining marketing themes with specific format results and a strong narrative. Milenialis.id has successfully demonstrated that their original content increases engagement and differentiates the brand from competitors (Serbetcioglu & Göçer, 2020). The content is presented to reflect the character of the younger generation, which often complains about their lives. This approach maintains consistent brand values and provides added value through interesting and positive content (Ho et al., 2020).

4. Content Creation

Milenialis.id's content creation process involves planning uploads and briefs using Google Spreadsheet and Docs tools. Graphic designers create visuals with predetermined guidelines uploaded by the admin on Instagram and Twitter, utilizing part of the internal team.

5. Content Distribution

Milenialis.id uses a content marketing strategy focusing on owned, paid, and earned media channels, prioritizing channels they control, as per Cheng & Mitomo, 2020 study, which suggests variety positively correlates with user terminal type.

Milenialis.id employs a strategic marketing approach, leveraging Instagram stories and post features to boost user engagement on both owned and paid platforms, as research conducted by Balliauw et al., 2021.

6. Content Amplification

To enhance a marketing strategy, it's crucial to understand the audience, conduct keyword research, and optimize content with solid facts and visually appealing elements. Text-based posts are less responsive, while visual content with classic aesthetics is more popular (O'Connell, 2020, Kusumasondjaja, 2020). Milenialis.id focuses on content strengthening through CTA, audience interaction, direct messages, and visual support for building strategies. (Lim & Childs, 2020), one of which is Meme media is one strategy; building sustainable relationships with users can increase support for the brand (Mazzarolo et al., 2021), in line with research by Chipp & Chakravorty (2016). However, there needs to be SEO optimization and consistency in content uploading, indicating the need to shift to an Interaction model to meet consumer needs (Chipp & Chakravorty, 2016).

7. Content Marketing Evaluation

After content distribution, social listening and analysis are used to monitor performance fluctuations, with BWM interval results indicating content criteria as the most crucial success factor. (Jami Pour et al., 2021). Milenialis.id uses Instagram analytics data to evaluate content engagement for one month, assessing whether the content is relatable and shareable by KPIs. Metrics include likes, comments, shares, and save. This aligns with Keegan & Rowley, 2017's six-stage framework: setting goals, identifying KPIs and metrics, collecting and analysing data, creating reports, and making decisions.

8. Content Marketing Improvements

The content performance analysis stage is crucial for identifying areas for improvement in distributed marketing

content, as regular improvements are necessary to enhance its effectiveness. According to Holliman and Rowley, 2014, valuable content is described as content that is useful, relevant, interesting and timely. In research conducted by Singh et al., 2023, post timing enhances marketing impact, and Millennials prioritize informative, persuasive, and interactive content when uploading to social media. The content arrangement becomes evaluation material after uploading, influencing their engagement.

CONCLUSION

The research suggests that the primary strategy for boosting brand engagement is to create engaging content that enhances interaction, reach, and audience while maintaining the typical Milenialis.id design and writing style. Furthermore, Milenialis.id carries out eight stages in managing content marketing on Instagram, namely setting brand-related goals, mapping target markets, initiating and planning content, creating content, distributing content, strengthening content, evaluating content marketing, and improving content marketing. Milenialis.id should focus on original content with writing and tips to boost audience engagement and awareness. A soft selling approach should be used, with briefs leading to articles on the web. A refreshment in content design and using Instagram ads and Reels can reach outside Milenialis.id.

REFERENCE

- Ahmad, K. A. (2015). Utilization of Social Media for MSME Marketing Development (Qualitative Descriptive Study of Distros in Surakarta City). *DutaCom Journal*,9(1), 43–54.
- Anderson, K. E. (2016). Get acquainted with social networks and applications: the instant attraction of Instagram. *High Tech News Library*,33(3), 11–15.
- Balliauw, M., Ongghena, E., & Mulkens, S. (2021). Identifying factors influencing the value of advertising on social media of football clubs and players: discrete choice analysis. *International Journal of Sports Marketing and Sponsorship*,22(4), 652–676.
- Cheng, J. W., & Mitomo, H. (2020). Media use by refugees in multichannel environments. *Disaster Prevention and Management: International Journal*,29(3), 365–378.
- Chipp, K. F., & Chakravorty, D. (2016). Producer push for consumer appeal: Who curates new media content? Develop strategies for the new media environment. *Journal of Product & Brand Management*,25(4), 373–386.
- Ciunova-Shuleska, A., Palamidovska-Sterjadovska, N., & Bogoevska-Gavrilova, I. (2022). What drives liking different brand-related social media content? *Marketing Intelligence & Planning*,40(4), 542–556. <https://doi.org/10.1108/MIP-08-2021-0277>
- Ho, J., Pang, C., & Choy, C. (2020). Content marketing capability building: a conceptual framework. *Journal of Interactive Marketing Research*,14(1), 133–151.
- Holliman, G., & Rowley, J. (2014). Business-to-business digital content marketing: marketers' perceptions of best practices. *Journal of Interactive Marketing Research*,8(4), 269–293.
- Jami Tuang, M., Hosseinzadeh, M., & Amoozad Mahdiraji, H. (2021). Exploring and evaluating social media marketing strategy success factors: a multi-dimensional-multi-criteria framework. *A look into the future*,23(6), 655–678.
- Keegan, B. J., & Rowley, J. (2017). Evaluation and decision making in social media marketing. *Management decision*,55(1), 15–31.
- Kotler, P., Kartajaya, H., & Setiawan, I. (2017). *Marketing 4.0 Moves From Traditional To Digital*.
- Kusumasondjaja, S. (2020). Exploring the role of visual aesthetics and presentation modalities in luxury fashion brand

- communications on Instagram. *Journal of Fashion Marketing and Management: International Journal*, 24(1), 15–31.
- Li, Y., Hu, Y., & Yang, S. (2023). Understanding social media users' engagement intentions toward emergency information: the role of experience and information usefulness in a reciprocity framework. *Information Technology & People*, 36(4), 1459–1483.
- Lim, H., & Childs, M. (2020). Visual storytelling on Instagram: branded photo narratives and the role of telepresence. *Journal of Interactive Marketing Research*, 14(1), 33–50.
- Mazzarolo, A.H., Mainardes, E.W., & Innocencio, F.A. (2021). Antecedents and consequences of user satisfaction on Instagram. *Marketing Intelligence & Planning*, 39(5), 687–701.
- O'Connell, D. (2020). Dynamics of congress popularity on Instagram. *Online Information Review*, 44(5), 995–1011.
- Salunke, P., & Jain, V. (2022). Instagram Marketing (2015–2021): A Review of Past Trends, Implications, and Future Research. In S. Rana, Sakshi, & J. Singh (Eds.), *Exploring Recent Trends in Management Literature* (Vol. 1, pp. 129–146). Emerald Publishing Limited.
- Saraswati, D. A., & Hastasari, C. (2020). Digital Content Marketing Strategy on the Mojok.co Instagram Social Media Account in Maintaining Brand Engagement. *Bioculture*, 9(2), 152.
- Sembiring, B.K.F., Rini, E.S., & Yuliaty, T. (2022). Content Marketing Strategy to Maximize Sales of SME Products in North Sumatra. In B.S. Sergi & D. Sulistiawan (Eds.), *Modeling Economic Growth in Contemporary Indonesia* (pp. 69–79). Emerald Publishing Limited.
- Serbetcioglu, C., & Göçer, A. (2020). Examining logistics service providers' social media branding profiles. *Journal of Business & Industrial Marketing*, 35(12), 2023–2038.
- Šikić, F. (2021). Using Instagram as a Communication Channel in the Digital Mix of Eco-Friendly Marketing: A Case Study of an Organic Food Chain in Croatia. In M. Topić & G. Lodorfos (Eds.), *Sustainability Debate* (Vol. 14, pp. 221–236). Emerald Publishing Limited.
- Singh, N., Jaiswal, A., & Singh, T. (2023). Best times to post and review on Facebook and Instagram: analytical evidence. *South Asian Journal of Marketing*, 4(2), 128–141.
- Triaputri, A., & Muljono, P. (2022). *The Effectiveness of the Instagram Account @ Infosubar as a Media for Disseminating Information on Minangkabau History and Culture*. 06(04), 467–479.
- Zellatifanny, C. M., & Mudjiyanto, B. (2018). Type of Research Description in Communication Science. *Diakom: Journal of Media and Communication*, 1(2), 83–90.
- Zhang, G., & Mao, S. (2023). A double-edged sword: social media use and creativity. *Information Technology & People, in front of from-P*(before printing).